The claims defining the invention are as follows:

1.   A system for measuring and recording user data in a communications network and associating the user data with demographic data of the user, the user being able to access a user computer processing means having browser means, the system comprising:

data processing means for receiving from the browser means a measurement record after the user accesses a part of the network having a portion of measurement code embedded therein;

the data processing means determining from the received measurement record whether a survey identified by a survey identifier has been presented to the user;

whereupon if the survey identifier is not detected, the data processing means forwards survey initiation code together with compatible measurement code to the user in order to complete a survey including the demographic data of the user;

the system further comprising:

first electronic storage means for receiving survey data of the user and the measurement record of the user, each being linked to the another and identified through a user identification code;

whereupon an interested party has access to information based on the measurement record and survey data of the user for the purpose of ascertaining information about the user in a market segment.

2.   A system according to claim 1, wherein prior to the data processing means receiving the measurement record from the browser means, the browser means executes the portion of measurement code embedded in the accessed part of the network and sends a request to the data processing means.

3.   A system according to claim 2, wherein the data processing means delivers the compatible measurement code to the browser means after receipt of the request.

4.   A system according to any one of the preceding claims, and further comprising:

second electronic storage means for storing the survey data, including

demographic data, of the user.

5.   A system according to claim 4, wherein the second electronic storage means comprises survey collection means.

6.   A system according to either one of claims 4 or 5, wherein the second electronic storage means is linked to the data processing means, in the form of a data collection node, for receiving the survey data of the user.

7.   A system according to any one of the preceding claims, wherein the first electronic storage means is linked to the second electronic storage means for receiving the survey data of the user and is also linked to the data processing means for receiving the measurement record.

8.   A system according to claim 7, wherein the first electronic storage means comprises a market clickstream database.

9.   A system according to any one of the preceding claims, wherein the first electronic storage means processes and assembles said information for the interested party based on the survey data and measurement record of the user, and forwards the information to an online reporting database.

10.   A system according to claim 9, wherein the online reporting database is then accessed by the interested party to access the information.

11.   A system according to claim 10, wherein the information is retrieved by the interested party by compiling a set of queries.

12.   A system according to any one of the preceding claims, wherein the measurement record includes the user identification code.

13.   A system according to any one of claims 1 to 11, wherein the measurement record includes a cookie including the user identification code.

14.   A system according to claim 13, wherein the cookie includes the survey identifier, and upon detection of the survey identifier, the survey identified by the survey identifier is not delivered to the user browser means.

15.   A system according to either one of claims 13 or 14, wherein, where survey initiation code is forwarded to the user browser means, the survey initiation code is appended to the measurement code forwarded by the data processing means and the cookie applied to the browser means.

16.   A system according to claim 15, wherein once a survey is completed by the user, the survey is then appended to or tagged with the user cookie and returned to the data processing means for storage in the second electronic storage means.

17.   A method of measuring and recording user data in a communications network and associating the user data with demographic data of the user, the user being able to access a user computer processing means having browser means, the method comprising the steps of:

the user accessing a part of the network having a portion of measurement code embedded therein;

forwarding a measurement record from the browser means to a data processing means;

determining from the received measurement record whether a survey identified by a survey identifier has been presented to the user;

whereupon if the survey identifier is not detected, survey initiation code is forwarded with compatible measurement code to the user in order to complete a survey including the demographic data of the user; and

forwarding the completed survey response data and measurement record to a first electronic storage means, each linked by a common user identification code;

such that an interested party has access to information based on the measurement record and survey data of the user for the purpose of ascertaining information about the user in a market segment.

18.   A method according to claim 17, and further including the step of:

upon detection of a survey identifier, the survey data is stored in the first electronic storage means available for retrieval or processing.

19.   A method according to claim 18, wherein the stored survey data is identified by the common user identification code to enable the survey response data to be used in conjunction with the measurement record.

20.   A system for measuring and recording user data in a communications network and associating the user data with demographic data of the user, the user being able to access a user computer processing means having browser means, the system comprising:

data processing means for receiving from the browser means a measurement record after the user accesses a part of the network having a portion of measurement code embedded therein;

wherein the data processing means determines from the received measurement record if the survey identified by a survey code has been presented to the user and completed by the user;

wherein, where the survey has been completed by the user and survey data stored in a first electronic storage means, the measurement record, containing a portion of the user data, is forwarded to the first electronic storage means;

the measurement record and the survey data, including demographic data of the user, being identified by a user identification code;

wherein an interested party has access to information based on the measurement record and survey data of the user for the purpose of ascertaining information about the user in a market segment.

21.   A system according to claim 20, wherein compatible measurement code is sent

from the data processing means to the browser means in order to measure and record user data of the user as the user accesses various portions of the network.

22.   A system according to claim 21, wherein the network is the Internet.

23.   A system for measuring and recording user data in a communications network and associating the user data with demographic data of the user, the user being able to access a user computer processing means having browser means, the system comprising:

data processing means for receiving from the browser means a measurement record after the user accesses a part of the network having a portion of measurement code embedded therein, the measurement record forming part of the user data;

wherein a user identification code is applied to the browser means to provide the user data in the network in a market segment;

first electronic storage means for storing survey data containing demographic data of the user; said survey data linked to the user data by the user identification code;

wherein an interested party obtains information about the user based on demographic data of the user in combination with the user data across the market segment.